



New England Agricultural Statistics Service

a field office of the National Agricultural Statistics Service
United States Department of Agriculture

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Two Growing And Thriving Industries...

Commercial Floriculture Production & Commercial Nursery Production (CONNECTICUT AND MASSACHUSETTS ONLY)

The National Agricultural Statistics Service (NASS) will conduct the Commercial Floriculture Production and Commercial Nursery Production Surveys at the beginning of 2001. These surveys track an industry which has more than doubled from 1988 to 1998, with sales totaling \$10.6 billion dollars for 1998. In 1999, over one-third of the cash receipts received by agricultural producers in Connecticut and Massachusetts were generated by the greenhouse and nursery industry. Production statistics about commercial nursery operations will be collected for the first time.

These surveys will be used to produce reliable, accurate data on key items such as area of production, number sold, value of sales, production, and intended nursery sales. Leaders from the American Nursery and Landscape Association and the Society of American Florists encourage grower participation in these surveys, knowing it is crucial to have accurate data on the floriculture and nursery industry.

In late December 2000 and the beginning of January 2001, approximately 900 Connecticut and Massachusetts floriculture and nursery producers will receive questionnaires. The New England Agricultural Statistics Service is responsible for conducting this survey within these two states. During the second half of January, non-respondents will be contacted by telephone or in person. Complete, accurate, and timely reporting by growers will ensure that reliable, objective data on current commercial floriculture production and commercial nursery production are available to the public and the industry. Accurate industry statistics are crucial to obtaining research funding and government support on various issues.

As with all NASS survey work, individual operator information is kept strictly confidential and is even exempt from requests under the Freedom of Information Act. Results from the commercial floriculture production survey are scheduled for release on April 27, 2001. Results from the commercial nursery production survey are scheduled for release in the summer of 2001. These results will be an effective measure of America's floriculture and nursery industries, and will help measure the economic contribution of these industries to U.S. agriculture.

[The New England Agricultural Statistics Service is a field office of USDA's National Agricultural Statistics Service. It is located in Concord, NH, and is responsible for agricultural statistics for all six states in the region. The office can be reached at 1-800-642-9571 or through e-mail at nass-nh@nass.usda.gov. All national statistics and state level newsletters are available through free e-mail subscriptions and on the Internet at www.usda.gov/nass/.]

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